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LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 171 (CRAYTON)—Req. No. 11764—1 page—(4½ x 6⅜ inches)—4/c—TV Guide, 1975 (A)
Printed in U.S.A.

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Enjoy smoking longer without smoking more.

Saratoga 120's.

That's the Saratoga idea.

More puffs than 100's. Longer and slimmer than 100's for extra smoking time and pleasure, without smoking more cigarettes.

Priced no more than 100's.

More than just a new brand. Saratoga 120's are a whole new idea in smoking pleasure. Look for them in the new 120 mm crush-proof box.

Menthol and Regular.

Saratoga 120's

Standard 100's

"Saratoga lasts longer. Which means my cigarette money lasts longer."

16 mg. "tar," 1.1 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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